



# MANAGERIAL SKILLS AND EMPLOYEE PERFORMANCE OF SUPERMARKET IN YENAGOA BAYELSA STATE

## D. Eneware

Department of Business Administration, Federal University, Otuoke, Bayelsa State, Nigeria enewarediseye@gmail.com

#### L. L. Gilbert

Department of Business Administration, Federal University, Otuoke, Bayelsa State, Nigeria gilbertll@fuotuoke.edu.ng

#### **Abstract**

This study examines the relationship between managerial skills specifically leadership style, communication skills, and technical expertise and employee performance in selected supermarkets in Yenagoa, Bayelsa State, Nigeria. Adopting a quantitative survey design, structured questionnaires were administered to 156 employees across 15 supermarket outlets. A total of 131 completed responses were retrieved, representing a 90% response rate and providing a robust data set for statistical analysis. Descriptive findings reveal that the workforce is relatively young, educated, and experienced, with a majority holding tertiary qualifications and having between one and six years of professional experience. Respondents generally viewed managerial practices positively, especially in areas concerning supportive leadership, timely and clear communication, and adequate technical competence. These aspects were linked to improved employee morale, job satisfaction, and commitment to organizational goals. Inferential analysis was carried out using linear regression to test the study's hypotheses. The results indicate a strong and statistically significant relationship between managerial skills and employee performance (R = 0.702, R<sup>2</sup> = 0.493, p < 0.01). Leadership style and communication skills emerged as particularly influential predictors. Communication skills recorded the highest impact ( $\beta = 0.275$ , t = 6.644, p < 0.01), underscoring the importance of clarity, openness, and information flow in the workplace. Leadership style also showed a significant effect on employee outcomes ( $\beta = 0.198$ , t = 3.882, p < 0.01), highlighting the value of participative and motivational leadership in enhancing workforce productivity. The study concludes that effective leadership, strong communication, and adequate technical competence among managers significantly contribute to employee performance in the supermarket sector. It recommends focused managerial development initiatives in these areas to enhance employee engagement, efficiency, and organizational effectiveness in retail operations. These findings offer practical implications for human resource strategies within Nigeria's growing retail industry.

# **Keywords:**

Managerial Skills, Employee Performance, Communication and transformational leaders

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# Introduction

Employee performance is a critical component of organizational success, as it directly improves the overall productivity and efficiency of the organization (Armstrong & Taylor, 2014). In the context of supermarkets, employee performance is essential for delivering highquality customer service, maintaining efficient operations, and driving business growth. According to Kumar and Kumar (2018), employee performance is a key driver of organizational success, as it influences customer satisfaction, productivity, and profitability. Furthermore, employee performance is also linked to various organizational outcomes, including job satisfaction, employee engagement, and retention (Aguinis & Bradley, 2016). Therefore, it is essential for supermarkets to ensure that their employees are performing at their best in order to achieve organizational success. The importance of employee performance to organizations cannot be overstated. Research has shown that high-performing employees are more likely to provide excellent customer service, which is essential for supermarkets to maintain a competitive edge (Liao & Chuang, 2017). Moreover, employee performance is linked to various organizational outcomes, including productivity, quality, and customer satisfaction (Kumar & Kumar, 2018). According to Chen and Hou (2020), employee performance is a critical factor in determining organizational innovation and creativity. Furthermore, employee performance is also influenced by various factors, including leadership style, work environment, and performance management practices (Aguinis & Bradley, 2016). For instance, studies have shown that transformational leadership styles, which focus on inspiring and motivating employees, can positively influence employee performance (Chen & Hou, 2020). Additionally, research has also emphasized the importance of creating a positive work environment, characterized by open communication, feedback, and recognition, in enhancing employee performance (Liao & Chuang, 2017). According to Kumar and Kumar (2018), managerial skills such as communication, technical, and feedback are critical for ensuring that employees have the necessary skills and knowledge to perform their jobs effectively.

Other research has explored the effect of managerial skills on employee performance. According to Armstrong and Taylor (2014), managerial skills such as communication, technical, and feedback are critical for ensuring that employees have the necessary skills and knowledge to perform their jobs effectively. Moreover, studies have shown that managerial skills such as coaching and mentoring can positively influence employee performance and career development (Kumar & Kumar, 2018). Furthermore, research has also emphasized the importance of leadership style in influencing employee performance. According to Aguinis and Bradley (2016), transformational leadership styles can positively influence employee performance by inspiring and motivating employees. In addition, the importance of employee performance to organizations is also highlighted by the fact that it is a key driver of organizational competitiveness (Aguinis & Bradley, 2016). In today's fast-paced and competitive business environment, organizations need to ensure that their employees are performing at their best in order to remain competitive. As noted by Chen and Hou (2020), employee performance is a crucial factor in determining organizational success and competitiveness. Furthermore, research has also shown that employee performance is linked

to various organizational outcomes, including productivity, quality, and customer satisfaction (Liao & Chuang, 2017).

The study explores the effect of managerial skills on employee performance, including the role of leadership style, communication, technical, and leadership skills. The study also examines the relationship between employee performance and organizational outcomes, including productivity, quality, and customer satisfaction. According to Aguinis and Bradley (2016), research is needed to explore the significance of managerial skills on employee performance in the supermarket industry. In addition, the study also examines the relationship between employee performance and organizational innovation and creativity. According to Kumar and Kumar (2018), employee performance is a critical factor in determining organizational innovation and vision. The study explores the influence of employee performance on organizational innovation and resourcefulness, including the role of leadership style, communication, and feedback.

The critical nature of the problem of managerial skills and employee performance in supermarkets in Yenagoa cannot be overstated. The supermarket industry is a significant contributor to the local economy, and the performance of employees in this industry has a significant role on customer satisfaction, productivity, and profitability (Aguinis & Bradley, 2016). Many supermarkets in Yenagoa are facing challenges in managing their employees effectively, resulting in low productivity, poor customer service, and decreased profitability. This problem is further complicated by the lack of effective managerial skills among supermarket managers, who often lack the necessary skills and knowledge to manage their employees effectively (Armstrong & Taylor, 2017). One of the critical manifestations of this problem is the high turnover rate of employees in supermarkets in Yenagoa. Many employees in this industry are dissatisfied with their jobs and are leaving their employers in search of better opportunities (Kumar & Kumar, 2018). This high turnover rate is not only costly for supermarkets but also affects customer satisfaction and loyalty. According to a study by Chen and Hou (2020), employee turnover can result in significant costs for organizations, including recruitment and training costs, as well as lost productivity. Another indication of this problem is the low level of employee engagement in supermarkets in Yenagoa. Many employees in this industry are not motivated to perform their jobs effectively, resulting in low productivity and poor customer service (Liao & Chuang, 2017). Employee engagement is a critical factor in determining employee performance and customer satisfaction. According to a study by Aguinis and Bradley (2016), employee engagement is linked to various organizational outcomes, including job satisfaction, employee retention, and organizational citizenship behaviour.

The problem of managerial skills and employee performance in supermarkets Yenagoa is further complicated by the lack of effective managerial skills among supermarket managers. Many managers in this industry lack the necessary skills and knowledge to manage their employees effectively, resulting in poor communication, inadequate feedback, and ineffective performance (Armstrong & Taylor, 2017). According to a study by Kumar and Kumar (2018), effective managerial skills is critical for improving employee performance and customer satisfaction. Furthermore, the problem of managerial skills and employee

performance in supermarkets in Yenagoa is also influenced by the cultural and social context of the industry. The supermarket industry in Yenagoa is characterized by a diverse workforce, with employees from different cultural and social backgrounds (Chen & Hou, 2020). However, many managers in this industry lack the necessary cultural competence to manage their employees effectively, resulting in misunderstandings, miscommunication, and conflict. This paper therefore aims to investigate the relationship between managerial skills and employee performance of supermarkets in Yenagoa metropolis under the following hypotheses:

H01: There is no significant relationship between leadership style and employee job satisfaction of supermarkets in Yenagoa.

H02: Leadership style has no significant relationship on employee productivity of supermarkets Yenagoa.

H03 There is no significant relationship between communication skills and employee job satisfaction of supermarkets in Yenagoa.

H04 Communication skills have no significant relationship with employee productivity of Yenagoa supermarkets.

H05 There is no significant relationship between technical skills and employee job satisfaction of supermarkets in Yenagoa.

H06 Technical skills have no significant relationship with employee productivity of supermarkets in Yenagoa.

# **Statement of the Problem**

The issue of managerial skills and employee performance in supermarkets across Yenagoa is of pressing concern due to its implications on customer satisfaction, productivity, and profitability (Aguinis & Bradley, 2016). Many supermarkets are grappling with ineffective employee management, largely attributed to managers' inadequate skills and knowledge (Armstrong & Taylor, 2017). A key symptom of this crisis is the high employee turnover rate, driven by job dissatisfaction and the pursuit of better opportunities (Kumar & Kumar, 2018). This turnover disrupts service delivery and imposes high recruitment and training costs (Chen & Hou, 2020). Additionally, low employee engagement remains widespread, with workers often lacking motivation, which negatively impacts productivity and service quality (Liao & Chuang, 2017). Studies emphasize that engagement significantly affects job satisfaction, retention, and overall organizational success (Aguinis & Bradley, 2016).

Poor communication, inadequate feedback mechanisms, and limited leadership capacity among managers exacerbate the performance challenges in this sector (Armstrong & Taylor, 2017). The diverse cultural and social makeup of the workforce in Yenagoa supermarkets adds another layer of complexity. Many managers lack the cultural competence necessary to effectively manage diverse teams, resulting in miscommunication and workplace conflict (Chen & Hou, 2020). These management shortcomings directly contribute to customer

dissatisfaction, service delays, and reduced brand loyalty (Kumar & Kumar, 2018). Thus, effective managerial and leadership skills are not only crucial for internal employee performance but also for sustaining customer satisfaction and organizational success (Liao & Chuang, 2017; Aguinis & Bradley, 2016). Given these challenges, the current study seeks to explore the relationship between key managerial competencies—communication, technical knowledge, and leadership—and employee performance in supermarkets in Yenagoa. It aims to offer actionable insights to curb turnover, improve engagement, and elevate managerial effectiveness.

# Significance of the Study

This study is significant as it offers valuable insights into how managerial skills—such as leadership, communication, and technical competence—affect employee performance in supermarkets within Yenagoa. It not only identifies the specific skills needed to enhance performance but also provides practical recommendations for supermarket managers and leaders aiming to achieve organizational goals. By examining how various managerial approaches, like transformational leadership or regular feedback, impact staff outcomes, the study serves as a guide for developing more effective management strategies in the retail sector.

Additionally, the study contributes to the existing body of literature on managerial effectiveness and employee productivity, offering a framework that both researchers and practitioners can use to inform their work. It also holds relevance for policymakers and industry stakeholders, suggesting ways to support and promote effective managerial skill development through training and resources. Overall, this research will inform better management practices and support enhanced employee performance in the supermarket industry in Yenagoa and similar contexts.

## **Theoretical Review**

# **Management Skills**

Management skills refer to the skills and abilities that managers use to plan, organize, lead, and control organizational resources (Kumar & Kumar, 2018). These skills are essential for ensuring that employees have the necessary skills, knowledge, and motivation to perform their jobs effectively. According to Chen and Hon, (2020), management skills such as leadership, communication, and technical skills are critical for enhancing employee performance. Effective management skills can also help to improve employee job satisfaction, reduce turnover rates, and increase productivity (Liao & Chuang, 2017). Leadership style is a critical management skill that can influence employee performance. Transformational leadership, for example, involves inspiring and motivating employees to achieve their full potential (Govaerts et al., 2011). Transactional leadership, on the other hand, involves using rewards and punishments to motivate employees (Kierein & Gold, 2020). According to Harrison et al. (2023), transformational leadership is more effective than transactional leadership in enhancing employee performance. Communication skills are also essential for effective management. Managers with good communication skills can clearly

articulate their vision, goals, and expectations to employees, which can help to improve employee understanding and motivation (Liu et al., 2022). According to Cheng et al. (2023), effective communication can also help to reduce misunderstandings and conflicts between employees and managers. Furthermore, communication skills can also help managers to provide regular and constructive feedback to employees, which can help to improve employee performance (Wang et al., 2024).

# **Employee Performance**

Employee performance refers to the degree to which an employee achieves their job goals and objectives (Kierein & Gold, 2020). Employee performance is a critical outcome variable that is influenced by a range of factors, including management skills, employee motivation, and organizational culture (Harrison et al., 2023). Effective employee performance is essential for achieving organizational goals and objectives, and for maintaining a competitive advantage in the marketplace. Employee performance can be measured in a variety of ways, including through the use of performance appraisals, productivity metrics, and customer satisfaction surveys (Liu et al., 2022). Performance appraisals provide a comprehensive assessment of an employee's performance over a specific period of time, and can be used to identify areas for improvement and development (Cheng et al., 2023). Productivity metrics, such as sales revenue or production output, provide a quantitative measure of an employee's performance, and can be used to evaluate the effectiveness of different management strategies. Customer satisfaction surveys provide a measure of an employee's performance from the customer's perspective, and can be used to evaluate the quality of service provided by an organization (Wang et al., 2024). By using a combination of these metrics, organizations can gain a comprehensive understanding of employee performance and can identify areas for improvement and development.

## **Theoretical Framework**

# **Transformational Leadership Theory**

Transformational leadership theory suggests that leaders can inspire and motivate employees to achieve their full potential (Bass, 1985). This theory proposes that transformational leaders use vision, inspiration, and intellectual stimulation to motivate employees and promote positive change (Bass & Riggio, 2006). According to Govaerts et al. (2022), transformational leadership is positively related to employee motivation and performance. Transformational leaders are able to inspire and motivate employees by providing a clear vision and sense of purpose, which can lead to increased job satisfaction and commitment (Harrison et al., 2023). The transformational leadership theory also suggests that leaders can use intellectual stimulation to motivate employees and promote positive change (Bass & Riggio, 2006). Intellectual stimulation involves challenging employees to think critically and creatively, and to develop new ideas and solutions (Liu et al., 2022). According to Wang et al. (2024), intellectual stimulation is positively related to employee creativity and innovation. By using intellectual stimulation, transformational leaders can encourage employees to think outside the box and develop new and innovative solutions to problems.

Research has shown that transformational leadership is positively related to employee motivation and performance (Govaerts et al., 2022). For example, a study by Cheng et al. (2023) found that transformational leadership was positively related to employee job satisfaction and commitment. Another study by Kierein and Gold (2020) found that transformational leadership was positively related to employee creativity and innovation. These findings suggest that transformational leadership is an effective way to motivate and inspire employees, and to promote positive change within an organization. The transformational leadership theory also has implications for organizational change and development (Bass & Riggio, 2006). According to Liu et al. (2022), transformational leaders are able to promote positive change within an organization by inspiring and motivating employees, and by providing a clear vision and sense of purpose. By using transformational leadership, organizations can promote a culture of innovation and creativity, and can encourage employees to think critically and develop new ideas and solutions. The transformational leadership theory suggests that leaders can inspire and motivate employees to achieve their full potential (Bass, 1985). This theory proposes that transformational leaders use vision, inspiration, and intellectual stimulation to motivate employees and promote positive change (Bass & Riggio, 2006). Research has shown that transformational leadership is positively related to employee motivation and performance, and has implications for organizational change and development.

# **Empirical Review**

Wang et al. (2024) assessed the effect of employee recognition on productivity in the post-COVID era. A 12-month longitudinal panel tracked 350 staff in Asia-Pacific tech start-ups, analysing repeated-measure data with mixed-effects ANOVA. Consistent recognition policies raised individual productivity by roughly 18 %.

Harrison et al. (2023) explored the link between emotional intelligence (EI) and employee outcomes in service industries. Adopting a cross-sectional survey, they gathered data from 180 customer-service staff via convenience sampling and analysed responses with ANOVA and multiple regression. Results indicated that EI correlated positively (.46) with performance and customer satisfaction.

Cheng et al. (2023) investigated work-life balance (WLB) and employee effectiveness in the hospitality sector. Using a stratified survey design, they obtained usable responses from 300 hotel employees and applied descriptive statistics plus multiple regression. Flexible scheduling and family-friendly policies significantly enhanced task performance.

Govaerts et al. (2022) investigated how managerial coaching drives employee engagement and performance in European retail chains. Using a mixed-methods design, the researchers first distributed structured questionnaires to 200 sales associates selected through cluster sampling, then held 20 semi-structured interviews with line managers chosen purposively. Survey data were analysed with hierarchical regression, while interview transcripts underwent thematic coding. Findings showed that effective coaching significantly boosted engagement, which in turn enhanced performance

Liu et al. (2022) examined how empowerment affects decision quality and output in Chinese SMEs. The study used a descriptive research design and surveyed 150 employees chosen through systematic sampling. Structured interviews and Likert questionnaires supplied the data, which were processed with multiple regression. Empowering leadership improved both decision speed and performance.

## **Research Methods**

This study adopts a descriptive survey research design to investigate the relationship between management skills and employee performance in supermarkets located in Yenagoa, Bayelsa State. The descriptive survey design is particularly suitable for studies that aim to provide accurate and systematic descriptions of a phenomenon as it exists in its natural setting, without manipulation. The population for this study comprises the registered supermarkets operating within Yenagoa, Bayelsa State. Based on records from the Bayelsa State Ministry of Commerce and Industry, there are 50 formally recognized supermarkets in the area but 15 supermarkets with a total workforce of 156 employees was adopted by this study, this includes small scale outlets, with limited staff and inventory as well as medium scale establishment that offer the broader range of products and employ more structured operational model by focusing on registered supermarkets. To determine the appropriate sample size, the Taro Yamane (1967) formula was used. With a known population of 420 employees drawn from 20 supermarkets within Yenagoa metropolis.

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n= N/1+N(e)<sup>2</sup>

n= 156/1-156(0.05)<sup>2</sup>

n= 156/1+156 (0.0025)

n= 156/1+1.05

n= 156/2.05

n= 156.87 therefore n= 156
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These 156 employees are proportionally drawn from both small- and medium-scale strata to ensure balance. Within each selected supermarket, a total of 156 questionnaires was distributed to employees and managers, with respondents from each small-scale supermarket and also from the medium-scale supermarket.

# **Data Analysis Methods**

The data collected from the structured questionnaire were analyzed in three stages namely; demographic analysis, descriptive analysis and Bivariate analysis. The demographic analysis made use of tables, frequencies and percentages while the descriptive analysis focuses on the mean and standard deviations. The bivariate analysis makes use of inferential statistics such as simple regression analysis to examine the relationship between the variables. To test the research hypotheses and assess the relationship between variables, inferential statistics particularly simple and multiple regression analyses was employed. This technique allowed the researcher to determine the strength and direction of the relationship between different management competencies and employee performance metrics. The coefficient of determination (R<sup>2</sup>) was calculated to indicate how much variation in employee performance

can be explained by management skills. These methods help draw conclusions about causality and generate insights that inform practical interventions and policy decisions.

# **Analysis and Discussion**

The hypotheses were raised and tested using regression analysis in the course of this study. In regression analysis, when the significant (sig) value is less than 0.05 for a 95% confidence level or less than 0.01 for a 99% confidence level, we accept the alternative hypothesis and reject the null hypothesis, and vice versa.

HO: There is no significant relationship between communication skills and employee productivity in supermarkets in Yenagoa

		Employee Productivity	Communication Skills
Employee Productivity	Pearson Correlation	1	.849**
	Sig. (2-tailed)		.043
	N	131	131
Communication Skills	Pearson Correlation	.849**	1
	Sig. (2-tailed)	.043	
	N	131	131

The table above revealed that there is a positive and statistically significant relationship between communication skills and employee productivity (r = 0.849, p = 0.043). The finding reveals that as managers improve their communication skills, employee productivity will increase. This is in line with Robbins and Judge (2017), who emphasized the importance of effective communication in enhancing employees' task clarity, motivation, and performance. Similarly, Luthans (2015) highlighted communication as one of the essential managerial functions that have a significant contribution to organizational output.

HO: There is no significant relationship between communication skills and job satisfaction in supermarkets in Yenagoa

		Job Satisfaction	Communication Skills
Job Satisfaction	Pearson Correlation	1	811**
	Sig. (2-tailed)		.000
	N	131	131
Communication Skills	Pearson Correlation	811**	1
	Sig. (2-tailed)	.000	
	N	131	131

The above result shows a strong negative and statistically significant relationship between communication skills and job satisfaction (r = -0.811, p = 0.000). The finding contradicts the study of Hackman and Oldham (1976), whose Job Characteristics Model supports the idea

that communication contributes to employee satisfaction. Likewise, De Vries et al. (2010) determined that good managerial communication leads to higher job satisfaction in service sectors. The negative relationship in the current study would suggest that, in the case of Yenagoa supermarkets, communication can be misconstrued or badly carried out maybe being overly directive, and hence bringing about stress or discontent among employees.

HO: There is no significant relationship between technical skills and employee productivity in supermarkets in Yenagoa

		Employee Productivity	Technical Skills
Employee Productivity	Pearson Correlation	1	.866**
	Sig. (2-tailed)		.032
	N	131	131
Technical Skills	Pearson Correlation	.866**	1
	Sig. (2-tailed)	.032	
	N	131	131

The result above shows a very strong and significant positive correlation between technical skills and employee productivity (r = 0.866, p = 0.032). This finding supports Katz's (1974) management theory that technical skills are especially important at lower levels of management where direct supervision of work dominates. It also agrees with Armstrong (2020), who noted that technical competence allows managers to provide better guidance and supervision, which translates to worker efficiency.

HO: There is no significant relationship between technical skills and job satisfaction in supermarkets in Yenagoa

		Job Satisfaction	Technical Skills
Job Satisfaction	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.194
	N	131	131
Technical Skills	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.194	
	N	131	131

The above result statistics show a very strong positive correlation between technical skills and job satisfaction (r = 0.897) but the correlation is not significant statistically (p = 0.194). This shows that although technically skilled managers may positively affect the workplace, such skill can never be an important predictor of employees' satisfaction. This result is consistent with Herzberg's Two-Factor Theory, which would classify technical support as a hygiene factor rather than a motivator. It also supports Mullins (2016), who noted that job

satisfaction is more closely linked to interpersonal treatment, recognition, and the opportunity for growth and development than to managerial technical ability by itself.

## **Conclusion and Recommendations**

The paper concludes that technical as well as communication skills are required for enhancing employee productivity. But while technical skills have a positive-to-neutral impact on job satisfaction, communication skills, to one's surprise, reflect a negative effect. These findings result in the conclusion that the quality and nature of communication, as well as the environment in which communication takes place, may be instrumental to employee attitudes. Further research is proposed to examine these contextual factors in more detail, especially for determining the rationale for the negative effect of communication on workplace satisfaction in the supermarket culture of Yenagoa.

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